



# MAGGIE AWARDS

## Yellow Rose of Texas Competition

### How to Enter:

- Bring the item to be entered in the competition to the annual Magnet Schools of Texas and Mid-South Conference.
- Review the category list to find where your work should compete and follow the directions for how to mount and/or display your entry. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and winner publications.
- Submission of entries acknowledges the right of the Magnet Schools of Texas and Mid-South organization to use entries for the publication, exhibition and marketing of the MAGGIE Awards' Yellow Rose of Texas competition.
- Judging will take place at the annual Magnet Schools of Texas and Mid-South Conference and winners in each category will be announced at the culmination of the annual conference.

### Judging Procedures:

The expressed intent of the Maggie Awards competition is to recognize and reward creative excellence of MSTX-MS members in the legitimate everyday advertising of magnet schools. An entry that is created solely for the purpose of winning an award is not acceptable. Entries will be judged as they relate creatively to the other entries in that specific category of the competition. Awards will be made, therefore, with consideration for the relative merits of the entries at each category during the specified time frame of the competition. The Yellow Rose of Texas Maggie and the Bluebonnet Maggie awards are presented within each category of competition at the discretion of the judges.

This is a creative competition and the judges are being asked to select the most creative work (in their opinion) from what they are about to see. The judging process is extremely subjective. There are no absolute measures for good advertising. The judges will be able to make whatever notes they want on the judging sheets to determine their favorite advertising pieces in each category. Judges will be asked for his/her favorite three entries. Although the judges will be asked for their "favorite three" entries in each category, a judge may only select one or two or zero in a weak or short category. By the same token, a judge may select four or more winning entries in a category. *The number of awards in each category is determined by the judges based on their opinions of the quality of work in each category.*

Best of Show the Lone Star Maggie will be determined by comparing the award

winners in each category. If the judges cannot come to a consensus, a majority vote will be taken to determine the best piece. Depending upon the pieces entered, a Lone Star Maggie may be awarded for a print/collateral entry and one for a broadcast electronic entry.

Mount all single entries on 15" x 20" black foam core or matt board. Full page or large printed items may be mounted on 20" x 30" board. If more than one board is needed for campaign entries, securely hinge/fasten them together. Affix the entry information to the back of the mounting board in upper right hand corner. If an entry is larger than 20" x 30", mount an 8" x 10" photo or representative image on 15" x 20" black mounting board.

Three-dimensional (3-D) items should not be attached to a mounting board. Enclose these in a container that has the entry form affixed to the outside bottom of the container.

**For Campaign Entries:**

Mount campaign entries the same as for single entries if possible. If more than one board is needed, securely hinge/fasten them together. On the entry forms AND on the boards, indicate, "1 of 2," or "1 of 10," etc.

Enter all video components of a district marketing campaign on a single DVD or VHS tape and all audio components of a district marketing campaign on a single CD. Label each case/piece with the category, school district, and school. Indicate the number of spots in the campaign on the case.

All components of the campaign must be entered together in a large 20"x 30" envelope or one that allows for all pieces to remain together. Label each component with the number of the total components for the campaign (# 1 of 9, #2 of 9, #3 of 9, etc.).

**For Broadcast, Audio Visual or Computer Presentation Entries:**

The preferred format for video and television entries is DVD although. CDs and audio cassette tapes are accepted audio formats. Entries must be "viewing copy only" and contain no color bars, tones, or slates.

**For Internet/Interactive Media Entries:**

For World Wide Web and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage, pop-up, banner, etc. and a CD (Mac OS or PC compatible) of the site/entry. The screenshot is for reference and gallery presentation only. The CD is to be used only in emergency situations when Internet access or unexpected hosting situations make viewing the actual site online impossible. Judging will be done online, using the URL whenever possible. In the event that a site is database driven, please indicate this on entry as explanation for lack of CD being included.

All entries this first year will be "New" Creative. In the 2009 competition, to qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the judges and MSTX-MS Board.

## **Print/Collateral Material Categories**

### **Newsletter**

A communication device (single or multiple pages) published more than twice a year, distributed to a specific audience with news and updated information.

### **Information Piece**

A printed piece (booklet, folder, or brochure) that advertises presents and/or describes the advantages, capabilities, worth and/or reasons to attend a magnet school program.

### **Information Campaign**

Printed materials that market multiple schools within a given district or multiple district area

### **Newspaper Advertising**

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule basis

- Fractional Page (Ad that fills half or less of a full page, regardless of newspaper size or format)
  - Black and white
  - Less than four color
  - Four-color
- Full Page (Ad that fills more than a half page, regardless of newspaper size or format)
  - Black and white
  - Less than four color
  - Four-color
- Spread, Multiple Page or Insert
  - Black and white
  - Less than four color
  - Four-color
- Campaign
  - Black and white
  - Less than four color
  - Four-color

### **Magazine Advertising**

Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified target audience

- Fractional Page
  - Less than four color
  - Four-color
- Full Page
  - Less than four color
  - Four-color
- Spread, Multiple Page or Insert
  - Less than four color
  - Four-color
- Campaign
  - Less than four color
  - Four-color
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### **Free-Standing Exhibit**

Self-contained unit or device that requires no additional support or elevation for proper product or service presentation

### **Stationery Package**

Should be limited to one or more pieces of letterhead, envelope and business card

### **Informational Slide**

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event

- Poster
  - Less than four color
  - Four-color
- Banner
  - Less than four color
  - Four-color
- Billboard
  - Less than four color
  - Four-color
- Publication Cover
  - Less than four color
  - Four-color
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### **Special Event Invitation, Card, or Announcement**

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.

**Specialty Advertising**

Specialty and/or promotional items with advertising messages, including pens, pencils, shirts, and paper weights

**Annual Report**

Yearly communications piece, 'with student achievement and equity data, intended primarily as a statement or record of a magnet program's status

**Elements of Advertising Categories**

The goal of this category is to recognize only the creative execution of individual components of an advertising entry. UNLESS NOTED, each entry in this section MUST include a sample showing how the element was actually used in the advertising message.

**Logo**

An icon, symbol, or trademark designed to represent a magnet school or magnet program

**Illustration**

Flat or dimensional (any number of colors)

**Photography**

Black and white

Color

**Animation or Special Effects**

Traditional or computer based animation and visual effects, including text and logo animations

**Sound Design**

Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television spot or radio commercial to enhance the mood and/or message

**Music: Only**

Any original musical score only (no lyrics) for broadcast commercials and music created/composed for specific audio/visual presentations

**Music with Lyrics**

Any music with sung lyrics, created/composed expressly for magnet school marketing; Syndicated materials, including "re-sing" jingles and library music, are not eligible for entry

## Broadcast/Electronic Categories

### **Audio/Visual Presentation**

Any presentation to a live group that is conveyed to its target audience via the use of videotape, audio track, and film, computer, or Internet presentation (example: PowerPoint Presentation)

### **Movie Trailers**

In-theatre advertising created expressly for delivery to a movie audience, immediately preceding or following a feature film showing

### **School Website**

Web pages that display and promote the individual magnet school

### **District Magnet Program Website**

Web pages that display and promote the district magnet schools

### **Radio**

Audio messages conveyed to the prospective/target audience via radio transmission

### **Radio Campaign**

Two or more commercials for the same magnet school or district magnet program that air in the same time period

### **Television Commercial**

Commercial audio and video messages conveyed to the public via a broadcast, cable or satellite transmission

- Short commercials (15 to 30 seconds)
- Long commercials (1 to 2 minutes)

### **Television Campaign**

Two or more commercials for the same magnet school or district magnet program that air in the same time period

### **Television Program**

Commercial audio and video program conveyed to the public via a broadcast, cable or satellite transmission

- Short program (3 to 30 minute broadcast)
- Long program (30 minute to 60 minute broadcast)